WCSR
600 KC

THE SMITH COLLEGE RADIO STATION
10½ Prospect Street
NORTHAMPTON, MASS.
Telephone 2700—Extension 512

March 5, 1951

Mr. Larry M. Strauss
Strauss and Frisk, Inc.
580 Fifth Avenue
New York 19, New York

Dear Mr. Strauss:

I believe that my uncle, Theodore Fitz Randolph, wrote you about our station here at Smith , WCSR. At his suggestion, I am writing you in the hope that you may be able to help us

Our Radio Station , although only two years old, is doing very well. We have many local accounts, who appear to be satisfied with results, but too few national advertisers. WCSR is run completely by students, and combines the best features of a commercial station, plus programs of special campus interest. We give the girls the kind of programs they want to hear, from eight to nine every weekday morning, and seven to eleven in the evenings, every afternoon from two to six, and a special Sunday morning broadcast from nine to one.

Some of our better shows which could be sponsored are: "Easy Listening", music styled to study or read by, Monday through Friday from five to six; "Inside Smith", a program of campus news and reviews, Mondays and Wednesdays from seven-fifteen to seven-thirty; and "Campus Quizz", Wednesdays from eight-thirty to nine--a clever quizz show with contestants from every part of the campus, and outside quests from neighboring colleges. These are just a few of the popular shows which WCSR has to offer. Of course, spot announcements can be scheduled at any station break.

In any event, we have a good station with a loyal following. And if our audience is small (about 2400), so, too are our rates (see enclosed rate sheet).

My thanks for your attention, and for anything you may be able to do for us, and my apologies for bothering you.

Sincerely yours;
Mary Elizabeth Fitz Randolph

Mary Elizabeth Fitz Randolph
Advertising Manager, WCSR
Martha Wilson House
Smith College
Northampton, Mass.